

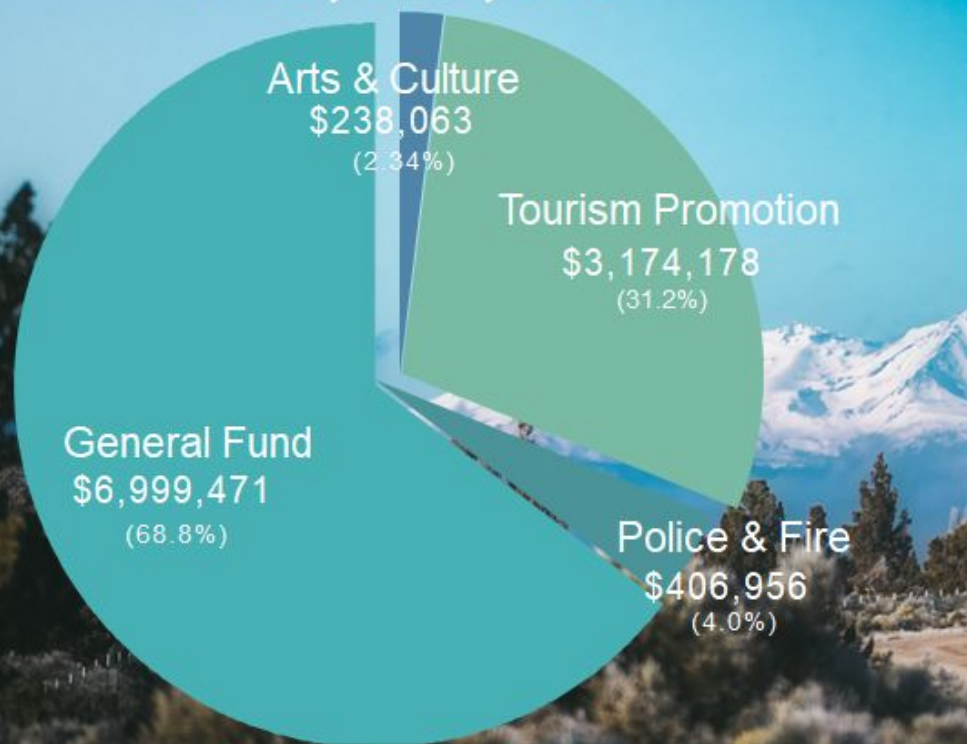
VISIT BEND

BEDAB - October Update



FISCAL 2019 YEAR END TOTAL TRT COLLECTIONS

\$10,173,649



Projected FY19 TRT was
\$9,563,804

Additional TRT Allocations

City of Bend - \$419,573

Tourism Promotion Fund - \$190,272

Hotel Industry Occupancy Report (STR)

Occupancy (%)													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	86.5%	87.1%	72.9%	63.7%	46.6%	50.8%	48.9%	56.9%	64.2%	67.5%	82.0%	66.5%
2016	2015/16	90.4%	84.8%	80.3%	65.7%	51.2%	52.1%	53.6%	59.6%	66.6%	75.3%	73.3%	69.3%
2017	2016/17	88.8%	86.2%	84.6%	74.1%	58.4%	56.3%	52.3%	57.1%	66.8%	66.3%	72.6%	70.9%
2018	2017/18	88.2%	85.3%	78.2%	69.3%	49.9%	52.3%	48.5%	54.6%	68.9%	72.4%	83.2%	68.6%
2019	2018/19	83.2%	83.8%	80.0%	69.7%	52.3%	50.7%	48.5%	50.0%	62.8%	67.5%	72.4%	66.8%
2020	2019/20	84.9%	84.6%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	84.8%
		2.0%	1.0%										27.0%
ADR (\$)													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	\$137.93	\$139.80	\$115.72	\$107.07	\$98.23	\$99.56	\$99.17	\$102.78	\$107.96	\$105.86	\$115.13	\$130.19
2016	2015/16	\$151.10	\$147.86	\$123.41	\$117.16	\$97.57	\$100.19	\$99.44	\$101.90	\$105.15	\$110.17	\$119.19	\$138.92
2017	2016/17	\$163.54	\$155.43	\$128.30	\$114.92	\$102.54	\$103.39	\$99.38	\$103.70	\$110.77	\$108.96	\$123.50	\$146.29
2018	2017/18	\$170.15	\$175.86	\$129.24	\$113.94	\$101.84	\$101.18	\$96.47	\$101.88	\$110.34	\$115.16	\$125.42	\$151.64
2019	2018/19	\$172.18	\$167.85	\$130.20	\$115.61	\$100.95	\$100.29	\$100.41	\$104.94	\$111.60	\$113.41	\$127.09	\$150.53
2020	2019/20	\$174.83	\$167.96	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	\$171.40
		1.5%	0.1%										33.0%
RevPAR (\$)													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	\$119.28	\$121.75	\$84.34	\$68.24	\$45.80	\$50.62	\$48.52	\$58.48	\$69.32	\$71.49	\$82.30	\$106.75
2016	2015/16	\$136.58	\$125.41	\$99.13	\$74.99	\$49.98	\$52.18	\$53.34	\$60.78	\$70.08	\$82.99	\$87.40	\$112.64
2017	2016/17	\$145.27	\$133.95	\$108.61	\$82.51	\$59.89	\$58.23	\$51.98	\$59.26	\$74.02	\$72.22	\$89.66	\$120.27
2018	2017/18	\$150.15	\$150.06	\$101.08	\$78.96	\$50.81	\$52.91	\$48.80	\$55.60	\$76.05	\$81.49	\$90.76	\$126.22
2019	2018/19	\$143.33	\$140.65	\$104.13	\$80.55	\$52.78	\$50.83	\$48.70	\$52.44	\$70.12	\$76.50	\$91.95	\$121.54
2020	2019/20	\$148.44	\$142.13	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	\$145.29
		3.6%	1.1%										68.9%
Supply													
	July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	87,575	87,575	88,170	91,109	91,109	91,109	82,292	91,109	88,170	91,109	88,170	1,065,667
2016	2015/16	91,109	91,109	88,170	91,109	88,170	93,062	93,062	84,056	93,062	90,060	93,062	1,086,091
2017	2016/17	85,095	85,095	83,070	86,397	83,610	86,397	86,397	76,860	86,397	86,790	86,397	1,020,070
2018	2017/18	89,683	89,683	86,790	89,683	86,820	89,745	89,745	81,060	89,745	86,850	89,745	1,059,969
2019	2018/19	93,434	93,434	90,420	93,434	93,570	96,689	96,689	87,332	96,689	93,570	96,689	1,125,520
2020	2019/20	96,689	96,689	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	193,378
		3.5%	3.5%										-82.8%
Demand													
	July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	75,730	76,265	64,264	58,068	41,111	46,325	44,573	46,824	58,501	59,547	65,131	72,291
2016	2015/16	82,355	77,279	70,828	59,877	45,168	48,463	49,912	50,134	62,022	67,841	68,237	70,142
2017	2016/17	74,885	74,004	70,342	63,999	48,700	48,624	46,378	44,596	57,732	57,526	65,107	71,357
2018	2017/18	79,141	76,525	67,883	62,152	43,319	46,933	43,536	44,239	61,859	61,460	64,932	75,262
2019	2018/19	77,777	78,294	72,314	65,101	48,918	49,002	46,889	43,639	60,753	63,118	69,957	75,551
2020	2019/20	82,092	81,822	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	163,914
		5.5%	4.5%										-78.2%
Revenue (\$)													
	July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	\$10,445,675	\$10,661,996	\$7,436,502	\$6,217,393	\$4,038,189	\$4,611,935	\$4,420,191	\$4,812,662	\$6,315,786	\$6,303,611	\$7,498,569	\$9,411,753
2016	2015/16	\$12,443,859	\$11,426,377	\$8,740,665	\$6,831,969	\$4,406,885	\$4,855,692	\$4,963,474	\$5,108,823	\$6,521,415	\$7,473,980	\$8,133,254	\$9,744,142
2017	2016/17	\$12,361,999	\$11,502,123	\$9,025,099	\$7,359,527	\$4,976,569	\$5,006,012	\$4,991,220	\$4,624,774	\$6,395,115	\$6,268,158	\$8,040,747	\$10,438,494
2018	2017/18	\$13,465,723	\$13,457,755	\$9,773,145	\$8,773,145	\$7,081,550	\$4,411,642	\$4,199,846	\$4,507,216	\$6,825,273	\$7,077,819	\$8,143,916	\$11,412,716
2019	2018/19	\$13,391,449	\$13,141,856	\$9,415,235	\$7,526,413	\$4,938,253	\$4,914,442	\$4,708,301	\$4,579,657	\$6,779,879	\$7,158,271	\$8,891,004	\$11,372,751
2020	2019/20	\$14,352,414	\$13,742,695	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	\$28,095,109
		7.2%	4.6%										-71.0%

*CoStar recently acquired Smith Travel Research

AirDNA Vacation Rental Lodging Data

Occupancy (%)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				43.0%	35.9%	40.8%	33.1%	37.8%	43.0%	43.7%	41.1%	55.3%	41.5%
2016	2015/16	73.7%	63.9%	43.3%	40.2%	34.1%	43.7%	35.7%	42.7%	48.7%	47.7%	42.5%	60.2%	48.0%
2017	2016/17	72.0%	67.3%	60.4%	50.3%	41.7%	51.3%	41.8%	43.4%	47.0%	42.8%	42.3%	55.2%	51.3%
2018	2017/18	69.0%	62.6%	54.4%	48.4%	41.1%	45.7%	42.7%	46.0%	49.5%	52.1%	53.5%	61.1%	52.2%
2019	2018/19	74.2%	69.0%	61.1%	48.4%	43.0%	52.7%	43.5%	46.7%	51.9%	50.4%	49.3%	59.6%	54.2%
2020	2019/20	65.1%	71.8%											68.5%
		-12.3%	4.1%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	
ADR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				\$138.04	\$138.67	\$147.83	\$138.64	\$137.52	\$143.06	\$138.49	\$152.88	\$158.83	\$143.77
2016	2015/16	\$168.85	\$170.54	\$162.96	\$152.51	\$183.93	\$206.43	\$189.20	\$192.16	\$196.96	\$181.31	\$201.41	\$211.66	\$184.83
2017	2016/17	\$220.95	\$218.37	\$211.63	\$184.42	\$192.77	\$205.02	\$205.02	\$200.92	\$198.71	\$202.23	\$208.24	\$236.59	\$207.07
2018	2017/18	\$255.61	\$270.56	\$222.98	\$194.72	\$211.25	\$226.08	\$190.96	\$191.67	\$198.68	\$205.55	\$259.27	\$235.70	\$221.92
2019	2018/19	\$257.19	\$236.04	\$209.81	\$188.02	\$203.14	\$258.78	\$247.63	\$244.56	\$238.20	\$226.70	\$238.49	\$243.92	\$232.71
2020	2019/20	\$261.69	\$260.79											\$261.24
		1.7%	10.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	
RevPAR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				\$59.33	\$49.74	\$60.26	\$45.84	\$52.00	\$61.57	\$60.51	\$62.86	\$87.83	\$59.99
2016	2015/16	\$124.39	\$108.97	\$70.60	\$61.35	\$62.74	\$90.29	\$67.61	\$82.01	\$95.85	\$86.54	\$85.66	\$127.42	\$88.62
2017	2016/17	\$159.07	\$147.00	\$127.88	\$92.82	\$80.42	\$120.07	\$85.66	\$87.21	\$93.30	\$86.60	\$88.19	\$130.50	\$108.23
2018	2017/18	\$176.46	\$169.39	\$121.39	\$94.18	\$86.73	\$103.32	\$81.62	\$88.17	\$98.44	\$107.11	\$138.81	\$143.91	\$117.46
2019	2018/19	\$190.89	\$162.79	\$128.17	\$91.00	\$87.33	\$136.39	\$107.78	\$114.15	\$123.68	\$114.36	\$117.67	\$145.33	\$126.63
2020	2019/20	\$170.24	\$187.34											\$178.79
		-10.8%	15.1%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	
Supply - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				2,436	2,523	2,946	2,925	2,357	2,895	2,442	3,057	2,971	24,552
2016	2015/16	3,213	3,637	3,481	3,883	5,127	6,269	6,733	6,378	6,567	6,160	8,128	7,784	67,360
2017	2016/17	8,323	8,426	8,380	7,572	7,857	9,508	9,579	10,729	13,726	12,760	15,642	17,858	130,360
2018	2017/18	21,410	26,114	21,215	17,445	16,760	21,142	16,824	15,700	17,108	17,271	22,003	21,891	234,883
2019	2018/19	24,956	25,396	22,525	20,563	17,993	23,304	25,235	23,491	25,550	26,607	28,882	31,294	295,796
2020	2019/20	33,293	35,076											68,369
Booked - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				1,047	905	1,207	967	892	1,246	1,087	1,257	1,645	10,225
2016	2015/16	2,367	2,324	1,508	1,582	1,749	2,742	2,406	2,722	3,196	2,940	3,457	4,686	31,659
2017	2016/17	5,992	5,672	5,064	3,811	3,278	4,874	4,002	4,657	6,445	5,464	6,624	9,850	65,733
2018	2017/18	14,780	16,349	11,550	8,438	6,881	9,662	7,191	7,222	8,477	9,000	11,780	13,366	124,696
2019	2018/19	18,522	17,515	13,760	9,952	7,735	12,282	10,983	10,965	13,266	13,422	14,250	18,615	161,297
2020	2019/20	21,658	25,197											46,855
Revenue (\$)		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				\$144,528	\$125,496	\$177,544	\$134,065	\$122,668	\$178,253	\$147,769	\$192,170	\$260,958	\$1,483,450.22
2016	2015/16	\$399,668	\$396,335	\$245,744	\$238,221	\$321,694	\$566,031	\$455,215	\$523,060	\$629,484	\$533,051	\$696,274	\$991,839	\$5,996,615.25
2017	2016/17	\$1,327,932	\$1,238,595	\$1,071,694	\$702,625	\$631,900	\$999,267	\$820,490	\$935,684	\$1,280,686	\$1,104,985	\$1,379,382	\$2,330,412	\$13,819,851.93
2018	2017/18	\$3,773,916	\$4,423,385	\$2,575,419	\$1,643,047	\$1,453,611	\$2,184,385	\$1,373,193	\$1,384,241	\$1,684,210	\$1,849,950	\$3,054,201	\$3,150,366	\$28,553,925.07
2019	2018/19	\$4,763,673	\$4,134,241	\$2,886,986	\$1,871,175	\$1,571,288	\$3,178,336	\$2,719,720	\$2,681,600	\$3,159,961	\$3,042,767	\$3,398,483	\$4,547,888	\$37,956,118.47
2020	2019/20	\$5,667,682	\$6,571,126	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,238,807.65

City of Bend TRT Collections

Deschutes County TRT Collections

FY18/19	CHANGE	FY19/20	CHANGE
\$ 1,392,621	-1.6%	\$ 1,576,080	13.2%
\$ 1,343,926	-0.3%	\$ 1,401,187	4.3%
\$ 945,580	15.2%		-100.0%
\$ 734,036	12.8%		-100.0%
\$ 495,457	16.2%		-100.0%
\$ 567,940	12.0%		-100.0%
\$ 554,007	16.4%		-100.0%
\$ 533,904	6.8%		-100.0%
\$ 741,513	10.1%		-100.0%
\$ 737,773	6.8%		-100.0%
\$ 915,959	14.0%		-100.0%
\$ 1,210,933	11.9%		-100.0%
\$ 2,736,547	-1.0%	\$ 2,977,267	8.8%
\$ 10,173,649	8.3%	\$ 2,977,267	-70.7%

FY 18/19	CHANGE	FY19/20	CHANGE
\$ 1,667,996	10.1%	\$ 1,748,181	4.8%
\$ 1,413,522	-3.7%		-100.0%
\$ 610,968	15.5%		-100.0%
\$ 364,516	-7.5%		-100.0%
\$ 286,147	7.2%		-100.0%
\$ 472,507	12.1%		-100.0%
\$ 414,665	31.5%		-100.0%
\$ 351,432	26.7%		-100.0%
\$ 343,289	-15.7%		-100.0%
\$ 406,383	48.9%		-100.0%
\$ 524,883	29.2%		-100.0%
\$ 973,143	27.7%		-100.0%
\$ 1,667,996	10.1%	\$ 1,748,181	4.8%
\$ 7,829,451	11.3%	\$ 1,748,181	-77.7%

OVERVIEW

Goals:

- **Increase TRT 4.0%+ YOY** by generating overnight stays
- **Increase repeat visitor web traffic** through landing page visits

Target markets:

- Primary: SEA, PDX, SF/SJ
- Secondary: other 8-hour drives from Bend

Audiences:

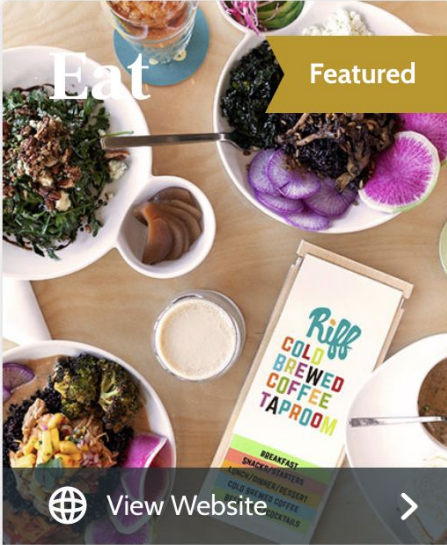
- Families: Married women, 25-44, HH \$100k+, 1 or more child at home
- Friends: Single 25-44, Male/Female, \$50k individual

Timeframe: Oct through April

- 10th Month - Oct
- Ale Trail: Oct-Nov
- Winter: Nov-Mar
- Spring: Mar-Apr



VisitBend.com



Eat Featured

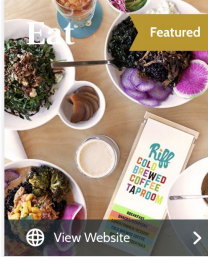
View Website

Coffee Shops

Riff Taproom

See Details

Heart icon



Eat Featured


View Website

Coffee Shops

Riff Taproom

See Details

Heart icon



Play Featured

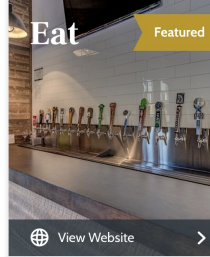
View Website

Mountain Biking

Mt Bachelor Ski Area - Summer Activities

See Details

Heart icon



Eat Featured


View Website

Pizza

Zpizza Tap Room

See Details

Heart icon



Eat Featured

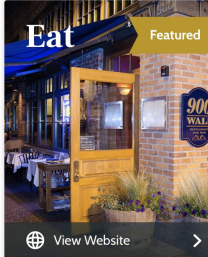
View Website

Malls & Shopping Centers

Old Mill District

See Details

Heart icon



Eat Featured


View Website

Northwest Cuisine

900 Wall

See Details

Heart icon



Eat Featured


View Website

Resort Dining

Ranch House and Range Restaurant at Brasada

See Details

Heart icon



Play Featured

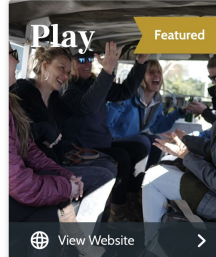
View Website

Activities

Go Play at Sunriver Resort

See Details

Heart icon



Play Featured

View Website

Tours

Trail Benders

See Details

Heart icon

1

TAKE THE PLEDGE TO
LEAVE BEND BETTER
THAN YOU FOUND IT.



2

TEXT **WILD4BEND** TO **44321** TO
MAKE A SMALL DONATION TO THE
DESCHUTES TRAILS COALITION,
WHO'S WORKING HARD TO KEEP
BEND'S WILD PLACES SPECIAL.

